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THE ROLE OF MODERN INFORMATION TECHNOLOGIES IN THE ENTERPRISE MARKETING ACTIVITY

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Information technology's spread and rapid development are caused by the need to improve enterprise policy, including marketing. It stands to note that technology is understood as a set of methods and tools to achieve the desired result. The systematization of scientific sources showed that information technology is understood as a set of methods, processes, tools, and technical means which create a technological chain that provides collection, storage, processing, dissemination, and use of information (Bilan et al., 2020; Chygryn et al., 2020; Elsayed, 2021; Khomenko et al., 2020; Kibaroglu, 2020; Minchenko et al., 2020; Mirdamad, 2020; Lyulyov et al., 2020; Palienko et al., 2017). To provide marketing managers with the necessary information, companies implement marketing information systems.

The scientists define the marketing information system as a set of personnel, equipment, procedures, and methods designed to collect, process, analyze and distribute timely and reliable information needed to prepare and make marketing decisions. (Pavlenko et al., 2020; Melnyk et al., 2018; Kostetskyi, 2021).

Moreover, the internal reporting subsystem is the basis of the marketing information system. This system usually displays orders, sales, prices, inventories, receivables, payables, etc. Analysis of internal information allows the marketing manager to identify promising opportunities and existing problems of the enterprise. While the internal reporting subsystem contains and provides data on what has already happened, the subsystem of the marketing surveillance system includes information on the current market situation.

Marketing information system includes a subsystem for providing marketing solutions, an interconnected set of data systems, tools, and techniques by which the company analyzes and interprets internal and external information. According to the mentioned above, the current information technologies develop alongside marketing and business in general. Automated information systems provide access to any information related to product promotion. (Chygryn, 2017; Lyulyov et al., 2019; Minchenko and Ivanov, 2020; Novikov, 2021; Pimonenko et al., 2019a).

Remarkably, digital marketing contributed to the spread of information technology. However, it stands to note that it differs from Internet marketing because it uses online and offline tools (smart gadgets, POS terminals, etc.).

Digital marketing tools include different tools and measures for disseminating information to attract potential customers to the company, brand, services, or products. Noteworthy here, several information dissemination channels could be used simultaneously to reach as many potential customers as possible. Besides, it allows achieving the most significant benefit from the product promotion. The list of tools used depends on the goals of the advertising campaign, operation stage, the characteristics of the target audience, etc.

The results of the summarizing of theoretical and practical findings allowed determining the leading tools of digital marketing as follows: banner advertising; promotional window; SEO-promotion; native advertising; viral advertising; contextual advertising; SMS and email-mailings; QR codes (Vasilyeva et al., 2020; Pimonenko et al., 2018b; Syhyda et al., 2018; Rosokhata et al., 2020; Syhyda and Illiashenko, 2016; Dubina et al., 2020; Pimonenko et al., 2016).

In turn, the leading digital marketing channels include the Internet, gadgets, TV; local networks; smart gadgets; interactive displays; social networks; messengers; etc. (Akhundova et al., 2020; Pimonenko et al., 2019b; Urbánné, 2020; Pimonenko et al., 2021; Ziabina et al., 2020; Pimonenko et al., 2017c).

Remarkably, a high share of consumers uses messengers to send emojis to their friends and interact with businesses. Thus, 46% of users prefer messengers for correspondence (Pimonenko et al., 2017a). In turn, chatbots are considered to be a trend for 2021. These artificial intelligence technologies ensure instant messaging with clients within 24 hours. It allows the marketers to simultaneously collect information about the device used by the client for communication (mobile device or computer). Artificial intelligence also helps to accumulate the necessary information and organize it. Generally, all Internet platforms collect data concerning users to monitor the popularity growth or decline and identify the reasons for these changes. For example, YouTube collects statistics on video content. The video owner gets almost any metrics concerning video viewers (geographic and demographic data, average video views in minutes, reactions, etc.).

The findings mentioned above allowed systematizing the advantages and disadvantages of digital marketing (Us et al, 2020; Thomas, 2020; Starchenko, 2020; Pimonenko et al., 2018a; Rosokhata and Chykalova, 2020; Saher et al., 2018; Skrynnyk, 2020; Pimonenko et al., 2017b). Thus, the main advantages are as follows: real-time interactions with customers; broader customer coverage; less indirect costs; instant calculation results and statistics; tracking the client's wishes and preferences, etc.

On the other hand, the main disadvantages are a lack of contact with customers who do not have access to the Internet; Internet fraud (fraudsters could

make fake pages of the company's website and sell goods on its behalf); negative reviews (any customer may leave a review, which could affect the company's image and loyalty to its future customers), etc.

Therefore, artificial intelligence currently plays a vital role in the modern development of digital marketing. It significantly simplifies data collection, analysis, and filtering. In addition, personalized content acquires rapid growth when everything is customized to the user. That is why it is appropriate to use personalized e-mail, targeted advertising, etc.

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